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THE INFLUENCE OF PERCEIVED EASE AND RISK OF USE AND FINANCIAL LITERACY ON DECISIONS TO MAKE TRANSACTIONS USING QRIS IN UMKM IN SOUTH DENPASAR

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Abstract:

This study aims to determine the influence of perceived ease of use and risk of use, and financial literacy on the decision to transact using qrис on UMKM in South Denpasar. The population in this study is all UMKM in South Denpasar. The sample was determined using the Slovin formula, which obtained a sample of 99 UMKM. The data analysis technique in this study used multiple linear regression analysis. The results of this study indicate that perceived ease of use has a positive and significant effect on the decision to transact using qrис on UMKM in South Denpasar, the risk of use has a positive and significant effect on the decision to transact using qrис on UMKM in South Denpasar and financial literacy has a positive and significant effect on the decision to transact using qrис on UMKM in South Denpasar.

Keywords: Perceived Ease, Risk of Use, Financial Literacy on Decisions to Make Transactions Using QRIS

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INTRODUCTION

In the era of the industrial revolution 4.0, it has directly impacted economic activities to switch to a cellular-based economy, thereby providing convenience and speed in payment transactions in economic and business activities. Along with the development of smartphone technology, many companies are running their business on the web and application-based, as well as forming application-based e-money to support the services of these companies. One of the e-money that can be used for various transactions is Qris.

According to Goleman (2019), QRIS (Quick Response Code Indonesia Standard) provides a more efficient alternative to non-cash payment methods. With one QR Code, goods and service providers (merchants) do not need to have various QR Codes from various publishers (Saputra et al., 2021). Qris is the newest non-cash payment method launched by Bank Indonesia, which is a unification of various QR codes from various payment system providers. The presence of QRIS brings many benefits and advantages to businesspeople (Saputra et al., 2018). The functional features of the QR Code pave the way for various information. The most important feature of the QR Code is the bridge between the real world and the virtual world, providing instant access to online information. Based on data from The System Association shows the increasing public interest in using Qris (Saputra et al., 2022). It is known that Qris transactions in 2021 reached 375 million, or an increase of 202.41% from 124 million transactions in 2020. It shows that the public is increasingly interested in using Qris for transactions.

One of the factors that influence the use of Qris is perceived ease of use. According to Pinar et al. (2019), perceived ease of use is how much you feel using a new system is easy to understand and

use. Nasri and Charfeddine (2019) explain that perceived ease of use is a person's belief that a new system can be easily used and understood.

Research conducted by Witami and Suartana (2019) found that perceived ease of use has a positive effect on the use of Qris. It means that the higher the perception of ease of use, the higher the use of Qris. It is supported by research by Ningsih et al. (2021), which states that perceived ease of use has a positive effect on Qris use. With easy use, the use of Qris will be even higher. Contrary to Aulia & Suryanawa's (2019) research, perceived ease of use does not affect the decision to transact using qris.

Another factor influencing the decision to use Qris is the risk of use. Risk of use can be interpreted as a general risk accepted by someone when using a system. Peter and Ryan (2018) stated that the risk of use is also a subjectivity for losses. The risk of use greatly impacts the security and convenience of customers, as external problems often occur nowadays, such as hacker attacks, phishing, money laundering, et cetera (Fadhli & Fachruddin, 2018).

Research by Witami and Suartana (2019) states that the risk of use has a negative effect on the decision to use Qris. It means that the higher the risk of use, the lower the decision to use Qris. It is supported by Wardani and Sari's research (2021) which states that the risk of use has a negative effect on the use of Qris. The increased risk of use will cause a decrease in the use of Qris. Contrary to research by Asri et al. (2022), which stated that the risk of use positively affected using Qris.

In addition, the use of Qris is also influenced by financial literacy. According to Chen and Volpe (2019), financial literacy is managing finances to make life more prosperous. It is not just knowledge to manage finances, but it can also be implemented in the behavior of each individual to increase financial literacy. Currently, managing personal finances effectively is essential, covering all levels of society from all walks of life and backgrounds.

Research conducted by Rawadiah (2020) found that financial literacy has a positive effect on the use of Qris. It means that the better financial literacy, the use of Qris will increase. It is supported by research by Aditya and Mahyuni (2022), who found that financial literacy has a positive effect on the use of Qris. With sound financial literacy, the use of Qris will be even better. Contrary to Giriani (2021) research, financial literacy does not affect the decision to make transactions using qris.

Based on this, the authors are interested in further researching with the title "The Influence of Perceived Ease of Use, Risk of Use and Financial Literacy on Transaction Decisions Using Qris (Case Study of UMKM in South Denpasar)."

METHOD

This research was conducted at UMKM in South Denpasar, with the object of research being perceptions of ease of use, risk of use, financial literacy, and decisions to use Qris. The population in this study is all UMKM in South Denpasar. The research sample is 99 respondents determined using the Slovin formula. Data analysis was performed using multiple linear regression analysis.

RESULTS AND DISCUSSION

The results of validity testing, the coefficient value of each research instrument was greater than 0.3, which means that the research instrument from the variables Perceived Ease of Use, Risk of Use, Financial Literacy and Decisions to Make Transactions Using Qris are valid. Based on testing the Cronbach's alpha value for each variable, Perceived Ease of Use, Risk of Use, Financial Literacy and Transaction Decisions Using Qris have cronbach's alpha greater than 0.60, so each variable is reliable.

The results of the normality test showed that the Asymp. Sig. (2-tailed) is 0.077, greater than 0.05. Thus, the variable is normally distributed. The test results show that all independent variables

have a tolerance value greater than 0.10. The results of calculating the value of the variance inflation factor (VIF) also show that all independent variables have a VIF value below 10. So it can be concluded that there is no multicollinearity in the independent variables in the regression model. The test results show a significance value, and all independent variables have a Sig value. greater than 0.05. It means that the regression model does not contain symptoms of heteroscedasticity. The test results can be shown in table 1 below.

Table 1. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a		Standardized Coefficients Beta	T	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	7,758	1,652		4,696	0,000
X1	0,327	0,067	0,314	4,889	0,000
X2	-0,315	0,084	-0,291	-3,751	0,000
X3	0,388	0,065	0,438	5,967	0,000

a. Dependent Variable: Y

Source: Processed Data (2023)

Based on the table above, a multiple linear regression equation is obtained as follows:

$Y = 7.758 + 0.327 X1 - 0.315 X2 + 0.388 X3$. A constant value of 7.758 indicates that the variable value of the Decision to Transact Using Qris variable is 7.758 if the Perceived Ease of Use, Risk of Use and Financial Literacy is equal to zero (0).

The regression coefficient value of Perceived Convenience is 0.327. It shows that if the other variables are constant, the increase in Perceived Ease of Use will increase Transaction Decisions Using Qris by 0.327 units. Use a Risk regression coefficient value of -0.315. It shows that if the other variables are constant, an increase in the Risk of Use will cause a decrease in the Decision to Make a Transaction Using Qris by 0.315 units. The regression coefficient value of Financial Literacy is 0.388. It shows that if the other variables are constant, the increase in Financial Literacy will increase Transaction Decisions Using Qris by 0.388 units.

The Effect of Perceived Ease of Use on Transaction Decisions Using Qris. Based on the test results for the Perceived Ease of Use variable, it obtained a significance value of $0.000 < 0.05$ and t-count of $4.889 > t$ -count of 1.66. This result means that Perceived Ease of Use positively and significantly affects Decisions to Make Transactions Using Qris.

The Effect of Usage Risk on Transaction Decisions Using Qris. Based on the test results for the Risk of Use variable, it obtained a significance value of $0.000 < 0.05$ and a t-count of $-3.751 < -t$ -count of 1.66. This result means that the risk of use has a negative and significant effect on the decision to transact using Qris.

The Effect of Financial Literacy on Transaction Decisions Using Qris. Based on the test results for the Financial Literacy variable, it obtained a significance value of $0.000 < 0.05$ and t-count of $5.967 > t$ -count of 1.66. This result means financial literacy positively and significantly affects the decision to transact using QRIS.

The Effect of Perceived Ease of Use on Transaction Decisions Using Qris. The data analysis test results show that the regression coefficient value of the Perceived Ease of Use variable is 0.327 with a significance level of 0.000 which is less than 0.05. It shows that Perceived Ease of Use positively and significantly affects Decisions to Make Transactions Using Qris. It means that the better the Perceived Ease of Use, the Decision to Make Transactions Using Qris will increase.

According to Pinar et al. (2019), perceived ease of use is how much you feel using a new system is easy to understand and use. Nasri and Charfeddine (2019) explain that perceived ease of use is a person's belief that a new system can be easily used and understood. Research conducted by Witami and Suartana (2019) and Ningsih et al. (2021) found that perceived ease of use has a positive effect on the use of Qris.

The Effect of Usage Risk on Transaction Decisions Using Qris. The data analysis test results show that the regression coefficient value of the Risk of Use variable is -0.315 with a significance level of 0.000 which is less than 0.05. It shows that the Risk of Use negatively and significantly affects the Decision to Make a Transaction Using Qris. It means that the better the risk of use, the less decision to make a transaction using Qris will decrease.

Risk of use can be interpreted as a general risk accepted by someone when using a system. Peter and Ryan (2018) stated that the risk of use is also a subjectivity for losses. The risk of use greatly impacts the security and convenience of customers, as external problems often occur nowadays, such as hacker attacks, phishing, money laundering, et cetera. (Fadhli and Fachruddin, 2018). Research by Witami and Suartana (2019) and Wardani and Sari (2021) state that the risk of use has a negative effect on the decision to use Qris.

The Effect of Financial Literacy on Transaction Decisions Using Qris. The data analysis test results show that the regression coefficient value of the Financial Literacy variable is 0.388 with a significance level of 0.000 which is less than 0.05. It shows that Financial Literacy has a positive and significant effect on Decisions to Make Transactions Using Qris. It means that the better the Financial Literacy, the decision to make transactions using Qris will increase.

According to Chen and Volpe (2019), financial literacy is the ability to manage finances to make life more prosperous in the future. It is not just knowledge to manage finances, but it can also be implemented in the behavior of everyone to increase financial literacy. Effectively Managing personal finances is essential, covering all levels of society from all walks of life and backgrounds. Research conducted by Rawadiah (2020) and Aditya and Mahyuni (2022) found that financial literacy has a positive effect on the use of Qris.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that Perceived Ease of Use has a positive and significant effect on Perceived Decisions to Make Transactions Using Qris on UMKMin South Denpasar, Risk of Use has a negative and significant effect on Decisions to Make Transactions Using Qris on UMKM in South Denpasar, and Financial Literacy has a positive effect and significant to the decision to make a transaction using QRIS in UMKM in South Denpasar.

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